



Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/928,024
		<b>Filing Date</b>	08/10/2001
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Van Bramer, John W.
<b>Sheet</b> 1 <b>of</b> 6	<b>Attorney Docket Number</b>		T741-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
JV	US4546382		McKenna; William J.	10-1985
	US4833308		Humble, David R.	05-1989
	US4930011		Kiewit; David A.	05-1990
	US4972504		Daniel, Jr.; James N.	11-1990
	US5099319		Esch; Arthur G.	03-1992
	US5128752		Von Kohorn; Henry	07-1992
	US5155591		Wachob; David E.	10-1992
	US5201010		Deaton; David W.	04-1993
	US5223924		Strubbe; Hugo J.	06-1993
	US5227874		Von Kohorn; Henry	07-1993
	US5231494		Wachob; David E.	07-1993
	US5285278		Holman; Michael J.	02-1994
	US5315093		Stewart; Roy A.	05-1994
	US5331544		Lu; Daozheng	07-1994
JV	US5351075		Herz; Frederick	09-1994

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
	Country Code	Number	Kind Code (if known)			
JV	CA	2323166		BASCO	04-2001	
JV	WO	9423383		LA LONDE	10-1994	
JV	WO	9821713		LEVILLE	05-1998	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				T <sub>1</sub>
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.			
JV	Product literature, Imgis, "AdForce", Copyright 1998, 5 pgs.			
JV	Press Release, AdForce, "AdForce Introduces AdForce Everywhere: Advertising, Marketing, & Promotions Wherever a Digital Signal can Be Sent, 3/27/00, 3 pgs.			
JV	Product Literature, AdForce, "AdForce Strategic Partners", 2 pgs.			
JV	Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs.			
JV	Press Release, BroadVision, Inc., "BroadVision Unleashes the Power of Internet with personalization Marketing and Selling", January 22, 1996, 4 pgs.			

<b>Examiner Signature</b>	/John Van Bramer/	<b>Date Considered</b>	11/29/2006
---------------------------	-------------------	------------------------	------------

09/20/2006

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/928,024
		<b>Filing Date</b>	08/10/2001
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Van Bramer, John W.
<b>Sheet</b>	2	<b>of</b>	6
		<b>Attorney Docket Number</b>	T741-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
JV	US5404393		Remillard, Roger	04-1995
	US5559549		Hendricks; John S.	09-1996
	US5591735		Tuba, Zoltan	01-1997
	US5604542		Dedrick; Rick	02-1997
	US5621812		Deaton; David W.	04-1997
	US5644723		Deaton; David W.	07-1997
	US5649114		Deaton; David W.	07-1997
	US5661516		Carles; John B.	08-1997
	US5689799		Dougherty, Brian P.	11-1997
	US5712979		Graber; Terry E. et al.	01-1998
	US5734838		Robinson; W. Brent et al.	03-1998
	US5740252		Minor; Halsey M. et al.	04-1998
	US5749081		Whiteis; David E.	05-1998
	US5749210		Kikuchi; Koichi et al.	05-1998
JV	US5754938		Herz; Frederick S. M. et al.	05-1998

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>	
JV	Cable World Publication, "Adcom's Cable Meter: A Revolution in the Making?", March 1997, 3 pgs.		
	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, 4 pgs.		
	Product Literature, DoubleClick, Inc., "DoubleClick Dart", Copyright 1996-8, 16 pgs.		
	DUNN, MELISSA, "Privacy and Profiling on the Web", Publication June 2, 1997, 12 pgs.		
	Product Literature, Engage Technologies, "Engage.Discover", Copyright 1997, 13 pgs.		
	FIELDING, R., "Hypertext Transfer Protocol - HTTP/1.1", Internet Draft, August 12, 1996, 110 pgs.		
	Firefly Network, Inc., "Firefly Network Extends Open Platform for Personalized Web Site or Desktop Applications", Press Release, Copyright 1996, 1997, 2 pgs.		
	Firefly Network, Inc. "Firefly Network Provides Open Approach for a Personalized and Measurable Web Experience", Press Release, Copyright 1996, 1997, 2 pgs.		
	Firefly Corporation, "Firefly Passport", 8 pgs.		
	Firefly Network, Inc., "Firefly Network and Yahoo! Offer Consumers Ability to Intelligently Navigate the Web", Press Release, Copyright 1996, 1997, 3 pgs.		
	Firefly Network, Inc., "Netscape, Firefly and Verisign Propose Open Profiling Standard (OPS) to Enable Broad Personalization of Internet Services", Press Release, Copyright 1996, 1997, 4 pgs.		
JV	Firefly, Network, Inc., "Open Profiling Standard OPS", Press Release, Copyright 1996, 1997, 14 pgs.		

<b>Examiner Signature</b>	/John Van Bramer/	<b>Date Considered</b>	11/29/2006
---------------------------	-------------------	------------------------	------------

09/20/2006

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/928,024
		<b>Filing Date</b>	08/10/2001
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Van Bramer, John W.
<b>Sheet</b>	3	<b>of</b>	6
		<b>Attorney Docket Number</b>	T741-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
JV	US5758257		Herz; Frederick et al.	05-1998
↓	US5761601		Nemirofsky; Frank R.	06-1998
	US5761647		Boushy; John Michael	06-1998
	US5761648		Golden; Steven M. et al.	06-1998
	US5761662		Dasan; Vasanthan S.	06-1998
	US5764235		Hunt; William J. et al.	06-1998
	US5774868		Cragun; Brian John	06-1998
	US5774869		Toader; Adrian	06-1998
	US5790790		Smith; Jeffrey C. et al.	08-1998
	US5794210		Goldhaber; A. Nathaniel	08-1998
	US5796952		Davis; Owen et al.	08-1998
	US5809242		Shaw; David E. et al.	09-1998
↓	US5826242		Montulli; Lou	10-1998
	US5832457		O'Brien; Michael F.	11-1998
JV	US5835087		Herz; Frederick S. M. et al.	11-1998

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>	
JV	HALLMAN-BAKER, PHILLIP M., "Session Identification URI", Working Draft, February 21, 1996, 8 pgs.		
↓	HOLTMAN, KOEN, "Content negotiating user agent extension", Internet Draft, September 2, 1996, 3 pgs.		
	Hotmail, "Advertisement Opportunities", Press Release, 1996-1997, 2 pgs.		
	Hotmail, "Hotmail Provides Web-Based Free E-mail To The World On Independence Day", Press Release, July 1, 1996, 2 pgs.		
	Hotmail, "HoTMail Tops 100,000 Subscribers", Press Release, September 6, 1996, 2 pgs.		
	Hotmail, "Hotmail Subscribers Base Doubles to 500,000 in One month", Press Release, November 11, 1996, 1 pg.		
	Hotmail, "Hotmail Subscriber Base Tops One Million", Press Release, January 21, 1997, 2 pgs.		
	CHANG, A-M, "Goodies " in exchange for consumer information on the Internet: the economics and issues", IEEE Electronic Library, System Sciences, 1998, Vol. 4, 12 pgs.		
	GALLAGHER, K., "A framework for targeting banner advertising on the Internet", IEEE Publication, January 1997, Pgs. 265-274, Vol. 4, Proceedings of the 30 <sup>th</sup> Hawaii Int'l. Conference, 12 pgs.		
↓	MCCANDLESS, M. "Web Advertising", IEEE Publication, May-June 1998, Pgs. 8-9, Vol. 13, 2 pgs.		
JV	FORTANET, I., "Netvertising: content-based subgeneric variations in a digital genre", System Sciences, 1998, Proceedings of the 31 <sup>st</sup> Hawaii Intn'l. Conference, June 1998, Vol. 2, 12 pgs.		

<b>Examiner Signature</b>	/John Van Bramer/	<b>Date Considered</b>	11/29/2006
---------------------------	-------------------	------------------------	------------

09/20/2006

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/928,024
		<b>Filing Date</b>	08/10/2001
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Van Bramer, John W.
<b>Sheet</b>	4	<b>of</b>	6
		<b>Attorney Docket Number</b>	T741-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
JV	US5848397		Marsh, Brian D.	12-1998
	US5850433		Rondeau; David Edward	12-1998
	US5867799		Lang; Andrew K. et al.	02-1999
	US5897622		Blinn; Arnold et al.	04-1999
	US5915001		Uppaluru; Premkumar V.	06-1999
	US5918014		Robinson; Gary B.	06-1999
	US5925100		Drewry; Raymond G. et al.	07-1999
	US5926205		Krause; Edward A.	07-1999
	US5930764		Melchione, Anthony T.	07-1999
	US5931901		Wolfe; Robert L. et al.	08-1999
	US5933811		Angles; Paul D.	08-1999
	US5970469		Scroggie; Michael C.	10-1999
	US5987480		Donohue; Michael et al.	11-1999
	US5978799		Hirsch; G. Scott	11-1999
JV	US5991878		McDonough; John C. et al.	11-1999

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.			T <sub>1</sub>
JV	HENSLEY, PAT, "Proposal for an Open Profiling Standard", Publication, June 2, 1997, 14 pgs.			
	Matchlogic Services, "Matchlogic, Inc.", Marketing Literature, 2 pgs.			
	Media Metrix, "Frequently Asked Questions", Marketing Literature, 2 pgs.			
	MUTZ, A. "User-Agent Display Attributes", Internet Draft, August 1, 1996, 5 pgs.			
	NetGravity, Inc., "NetGravity Launches AdServer, the Premier Advertising Management System Software for World Wide Web Publishers", Press Release, January 31, 1996, 2 pgs.			
	NetGravity, Inc., "NetGravity Launches AdServer 2.1, Significant Enhancements Make Online Advertising More reliable, Efficient, and Manageable", Press Release, January 13, 1997, 3 pgs.			
	Netscape communications, "Open Profiling Standard (OPS) Frequently Asked Questions", Publication, May 27, 1997, 4 pgs.			
	Netscape Communications, "Netscape Web Site Advertising opportunities", Publication, Copyright 1997, 3 pgs.			
	EAMES, T., "A Winning Solution", Next Level Communications, Press Release, June 1997, 6 pgs.			
	Net Perceptions Corporation, "Adding Value in the Digital Age", White Papers, 11 pgs.			
	NetGravity, Inc., "AdServer 3", Product Literature, 6 pgs.			
	Open Sesame, "Learn Sesame", Product Data Sheet, 3 pgs.			
	PC Magazine, "Read Ads for Real Money", Publication, Page 9, January 7, 1997, 1 pg.			
JV	Pointcast, "PointCast Unveils First News Network that Reaches Viewers at Their Desktops", Press release, February 13, 1996, 5 pgs.			

<b>Examiner Signature</b>	/John Van Bramer/	<b>Date Considered</b>	11/29/2006
---------------------------	-------------------	------------------------	------------

09/20/2006

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/928,024
		<b>Filing Date</b>	08/10/2001
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Van Bramer, John W.
<b>Sheet</b>	5	<b>of</b>	6
		<b>Attorney Docket Number</b>	T741-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
JV	US5995943		Bull, David Stanley	11-1999
	US6002393		Beauregard; Robert G.	12-1999
	US6009409		Adler; Micah A.	12-1999
	US6009410		LeMole; Suzanne L.	12-1999
	US6014090		Rosen; Kenneth H. et al.	01-2000
	US6014698		Griffiths; Michael John	01-2000
	US6026370		Jermyn; Michael G.	02-2000
	US6029195		Herz; Frederick S. M.	02-2000
	US6035280		Christensen; Scott N.	03-2000
	US6038591		Wolfe; Robert L.	03-2000
	US6041357		Kunzelman; Kevin et al.	03-2000
	US6055573		Gardenswartz; Will H.	04-2000
	US6058418		Kobata; Hiroshi	05-2000
	US6073241		Rosenberg; Jonathan et al.	06-2000
	US6084628		Sawyer; Francois	07-2000
	US6119101		Peckover, Douglas L.	09-2000
	US6134592		Montulli; Lou	10-2000
	US6138142		Linsk; Steven J.	10-2000
JV	US6157946		Itakura; Yuichiro et al.	12-2000

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>	
JV	PointCast, "PointCast Announces Dramatic Enhancements to Advertiser Services", Press Release, June 26, 1996, 5 pgs.		
	PointCast, "PointCast Announces Advertising Sales to Major Sponsors", Press Release, June 19, 1996, 4 pgs.		
	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 15 <sup>th</sup> Int'l. Conference on User Modeling, Kaluna-Kona, HI, USA, January 1996, 3 pgs.		
	Scientific Atlanta, "Capitalizing on the HFC Advantage", White Paper, 6 pgs.		
	Aptex Software, Inc., "SelectCast for Commerce Servers", Product Literature, 2 pgs.		
	Aptex Software, Inc., "SelectCast for Ad Servers", Product Literature, 2 pgs.		
	ROSSI, Peter E., "The Value of Purchase History Data in Target Marketing", Marketing Science, Vol. 15, No. 4, 1996, 20 pgs.		
	WASSERMAN, Elizabeth, "Cyber trails to you", San Jose Mercury News, December 8, 1996, 3 pgs.		
	Yahoo!, Inc., "My Yahoo! Makes the Web Even More Personal", Press Release, December 9, 1996, 2 pgs.		
JV	Yahoo!, Inc., "Web users Create Their Own Yahoo!", Press Release, July 15, 1996, 2 pgs.		

<b>Examiner Signature</b>	/John Van Bramer/	<b>Date Considered</b>	11/29/2006
---------------------------	-------------------	------------------------	------------

09/20/2006

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Application Number</b>	09/928,024
		<b>Filing Date</b>	08/10/2001
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	3622
		<b>Examiner Name</b>	Van Bramer, John W.
<b>Sheet</b>	6	<b>of</b>	6
		<b>Attorney Docket Number</b>	T741-10

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
JV	US6160570		Sitnik; Eran	12-2000
	US6160989		Hendricks; John S.	12-2000
	US6182050		Ballard; Clinton L.	01-2001
	US6192407		Smith; Jeffrey C. et al.	02-2001
	US6292786		Deaton, David W.	09-2001
	US6236978		Tuzhilin; Alexander S.	05-2001
	US6249795		Douglis; Frederick	06-2001
	US6266649		Linden, Gregory D. et al.	07-2001
	US6334108		Deaton, David W.	12-2001
	US6353849		Linsk; Steven J.	03-2002
	US6460036		Herz, Frederick	10-2002
	US6516302		Deaton, David W.	02-2003
	US6519571		Guheen; Michael F. et al.	02-2003
	US6560578		Eldering; Charles A.	05-2003
	US6571279		Herz; Frederick et al.	05-2003
	US6614987		Ismail, Labeeb K.	09-2003
	US6698020		Zigmond, Daniel J.	02-2004
	US6820062		Gupta; Om P. et al.	11-2004
	US6820277		Eldering; Charles A. et al	11-2004
	US7062510		Eldering; Charles A.	06-2006
	US20020095676		Knee, Robert A.	07-2002
	US20020194058		Eldering, Charles A.	12-2002
	US20030004810		Eldering, Charles A.	01-2003
	US20030037041		Hertz, Frederick S. M.	02-2003
	09/204,888		Eldering, Charles A.	File Date 12-1998
	09/205,119		Eldering, Charles A.	File Date 12-1998
	09/516,983		Eldering, Charles A.	File Date 03-2000
	09/591,577		Eldering, Charles A.	File Date 06-2000
	09/635,542		Eldering, Charles A.	File Date 08-2000
JV	09/857,256		Eldering; Charles A.	File Date 06-2001

<b>Examiner Signature</b>	/John Van Bramer/	<b>Date Considered</b>	11/29/2006
-------------------------------	-------------------	----------------------------	------------

09/20/2006

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

**(Use as many sheets as necessary)**

**Complete if Known**

Application Number	09/928,024
Filing Date	10 AUG 2001
First Named Inventor	ELDERING
Art Unit	2151
Examiner Name	UNKNOWN
Attorney Docket Number	T741-10

Sheet **1** of **3**

**U. S. PATENT DOCUMENTS**

## FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>2</sup> *~Number <sup>4</sup> *~Kind Code <sup>5</sup> (if known)	MM-DD-YYYY			
JV	BA	WO97/12486	04-03-1997	SLEZAK		
JV	BB	WO97/17774	05-15-1997	PARK		
JV	BC	WO97/41673	11-06-1997	GERACE		
JV	BD	WO98/21877	05-22-1998	BEDARD		
JV	BE	WO98/28906	07-02-1998	ROSSER		
JV	BF	WO98/34189	08-06-1998	ROTH		

Examiner Signature	/John Van Bramer/	Date Considered	11/29/2006
-----------------------	-------------------	--------------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

**09/21/04**








**IDS - 08/24/2004 ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18

Stylesheet Version v18.0

**Title of  
Invention****Targeting Ads to Subscribers Based on Privacy-Protected  
Subscriber Profiles**

Application Number : 09/928024 

Confirmation Number: 5199

First Named Applicant: Charles Eldering

Attorney Docket Number: T741-10

Art Unit: 3622

Examiner: Yehdega Retta

Search string: ( 5233423 or 5374951 or 5515098 or 5635989 or 5786845 or 5805974 or 5977964  
or 6002394 ).pn

**US Patent Documents****Note: Applicant is not required to submit a paper copy of cited US Patent Documents**

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
JV	1	5233423	1993-08-03	JERNIGAN			
JV	2	5374951	1994-12-20	WELSH			
JV	3	5515098	1996-05-07	CARLES			
JV	4	5635989	1997-06-03	ROTHMULLER			
JV	5	5786845	1998-07-28	TSURIA			
JV	6	5805974	1998-09-08	HITE			
JV	7	5977964	1999-11-02	WILLIAMS			
JV	8	6002394	1999-12-14	SCHEIN ET AL			

**Signature**

Examiner Name	Date
/John Van Bramer/	11/29/2006

DS - 08/23/2004 **ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18

Stylesheet Version v18.0

<b>Title of Invention</b>	<b>Targeting Ads to Subscribers based on Privacy-Protected Subscriber Profiles</b>
---------------------------	--

Application Number : 09/928024  
Confirmation Number: 5199  
First Named Applicant: Charles Eldering  
Attorney Docket Number: T741-10  
Art Unit: 3622  
Examiner: Yehdega Retta



Search string: ( 4754410 or 4745549 or 5619709 or 5710884 or 5848396 or 5991735 or 6005597 or 6012051 or 5740549 or 5758259 or 5774170 or 5915243 or 6020883 or 6088722 or 6108637 or 6119098 or 4258386 or 4602279 or 5319455 or 5410344 or 5446919 or 5600364 or 5636346 or 5704017 or 5724521 or 6457010 or 6298348 or 6216129 or 6324519 or 6463585 or 6134532 or 6177931 ).pn

## US Patent Documents

**Note: Applicant is not required to submit a paper copy of cited US Patent Documents**

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
JV	1	4754410	1988-06-01	LEECH ET AL			
	2	4745549	1988-05-01	HASHIMOTO			
	3	5619709	1997-04-01	CAID ET AL			
	4	5710884	1998-01-01	DEDRICK			
	5	5848396	1998-12-01	GERACE			
	6	5991735	1999-11-01	GERACE			
	7	6005597	1999-12-01	BARRETT ET AL			
	8	6012051	2000-01-01	SAMMON, JR ET AL			
	9	5740549	1998-04-01	REILLY ET AL			
	10	5758259	1998-05-01	LAWLER			
	11	5774170	1998-06-01	HITE ET AL			
	12	5915243	1999-06-01	SMOLEN			
	13	6020883	2000-02-01	HERZ ET AL			
	14	6088722	2000-07-01	HERZ ET AL			
	15	6108637	2000-08-01	BLUMENAU			
↓	16	6119098	2000-09-01	GUYOT ET AL			
↓	17	4258386	1981-03-01	CHEUNG			
JV	18	4602279	1986-07-01	FREEMAN			

JV	19	5319455	1994-06-01	HOARTY ET AL			
	20	5410344	1995-04-01	GRAVES ET AL			
	21	5446919	1995-08-01	WILKINS			
	22	5600364	1997-02-01	HENDRICKS ET AL			
	23	5636346	1997-06-01	SAXE			
	24	5704017	1997-12-01	HECKERMAN ET AL			
	25	5724521	1998-01-01	DEDRICK			
	26	6457010	2002-09-01	ELDERING			
	27	6298348	2001-10-01	ELDERING			
	28	6216129	2001-04-01	ELDERING			
	29	6324519	2001-11-01	ELDERING			
	30	6463585	2002-10-01	HENDRICKS ET AL			
V	31	6134532	2000-10-01	LAZARUS ET AL			
JV	32	6177931	2001-01-01	ALEXANDER ET AL			

**Signature**

Examiner Name	Date
/John Van Bramer/	11/29/2006